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CLAIM AMENDMENTS:

A listing of the entire set of pending claims 1-21 (including amendments to independent claims 1, 8 and 15) is submitted herewith per 37 C.F.R. §1.121. This listing of claims 1-21 will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A method for communicating advertisements to a mobile station, said method comprising:
 - receiving one or more keywords from the mobile station for purposes of pulling at least one advertisement to the mobile station;
 - identifying an advertiser profile matching the keywords; and
 - ~~transmitting pulling to the mobile station the at least one an advertisement~~ corresponding to the advertiser profile ~~to the mobile station.~~
2. (Original) The method of claim 1, further comprising:
 - determining a location of the mobile station,
 - wherein said identification of the advertiser profile is based on the keywords and the location of the mobile station.
3. (Previously Presented) The method of claim 1, further comprising:
 - determining a first service area of a base station having the mobile station registered therein; and
 - determining a second service area of a potential handoff base station,
 - wherein said identification of the advertiser profile is based on the keywords, the first service area, and the second service area.

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4. (Original) The method of claim 1, further comprising:
retrieving a user profile corresponding to the mobile station,
wherein said identification of the advertiser profile is based on the keywords
and the user profile.
5. (Original) The method of claim 1, further comprising:
determining a location of the mobile station; and
retrieving a user profile corresponding to the mobile station,
wherein said identification of the advertiser profile is based on the keywords,
the location of the mobile station, and the user profile.
6. (Original) The method of claim 1, further comprising:
verifying a reception of the advertisement by the mobile station in response to a
reception of a responsive command from the mobile station that indicates a reception of the
advertisement by the mobile station.
7. (Original) The method of claim 1, further comprising:
establishing a communication link between the mobile station and a
telecommunication device associated with an advertiser represented in the advertisement in
response to a reception of a contact command indicating a desire of a user of the mobile
station for an establishment of the communication link.

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8. (Currently Amended) A system, comprising:
a mobile station including means for transmitting one or more keywords for purposes of pulling at least one advertisement to said mobile station; and
a computer including
means for identifying an advertiser profile matching the keywords, and
means for transmitting pulling to said mobile station an advertisement
corresponding to the advertiser profile ~~to said mobile station.~~
9. (Original) The system of claim 8, wherein
said computer further includes means for identifying the advertiser profile based on
the keywords and a location of said mobile station.
10. (Original) The system of claim 8, wherein
said computer further includes means for determining a first service area of a base
station having the mobile station registered therein; and
said computer further includes means for determining a second service area of any
potential handoff base station,
wherein said identification of the advertiser profile is based on the keywords,
the first service area, and the second service area.
11. (Original) The system of claim 8, wherein
said computer further includes means for identifying the advertiser profile based on
the keywords and a user profile corresponding to said mobile station.
12. (Original) The system of claim 8, wherein
said computer further includes means for identifying the advertiser profile based on
the keywords, a location of said mobile station and a user profile corresponding to said
mobile station.

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13. (Original) The system of claim 8, wherein
said computer further includes means for verifying a reception of the advertisement
by the mobile station in response to a reception of a responsive command from the mobile
station that indicates a reception of the advertisement by the mobile station.
14. (Original) The system of claim 8, wherein
said computer further includes means for establishing a communication link between
the mobile station and a telecommunication device associated with an advertiser represented
in the advertisement in response to a reception of a contact command indicating a desire of a
user of the mobile station for an establishment of the communication link.
15. (Currently Amended) A computer program product in a computer useable medium
for communicating advertisements to a mobile station, said computer program product
comprising:
computer readable code for receiving one or more keywords from the mobile station
for purposes of pulling at least one advertisement to the mobile station;
computer readable code for identifying an advertiser profile matching the keywords;
and
computer readable code for ~~transmitting~~ pulling to the mobile station an
advertisement corresponding to the advertiser profile ~~to the mobile station.~~
16. (Original) The computer program product of claim 15, further comprising:
computer readable code for identifying the advertiser profile based on the keywords
and a location of said mobile station.

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17. (Original) The computer program product of claim 15, further comprising:
computer readable code for determining a first service area of a base station having the mobile station registered therein; and
computer readable code for means for determining a second service area of any potential handoff base station;
wherein said identification of the advertiser profile is based on the keywords, the first service area, and the second service area.
18. (Original) The computer program product of claim 15, further comprising:
computer readable code for identifying the advertiser profile based on the keywords and a user profile corresponding to said mobile station.
19. (Original) The computer program product of claim 15, further comprising:
computer readable code for identifying the advertiser profile based on the keywords, a location of said mobile station and a user profile corresponding to said mobile station.
20. (Original) The computer program product of claim 15, further comprising:
computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
21. (Original) The computer program product of claim 15, further comprising:
computer readable code for establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.